

1                   **BUSINESS CARD HOLDER AND STORAGE AND**  
2                   **RETRIEVAL SYSTEM AND METHOD**

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4                   RELATED PATENT APPLICATIONS

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6           This patent application is a continuation of U. S.  
7 patent application Serial No. 08/469,065, filed June 5,  
8 1995, now U. S. Patent No. \_\_\_\_\_, which is a continuation-  
9 in-part of U. S. patent application Serial No. 08/362,573,  
10 filed July 13, 1994, which in turn is based on the Patent  
11 Cooperation Treaty patent application No. PCT/US93/00772,  
12 filed January 15, 1993, claiming the international priority  
13 date of January 17, 1992, the filing date of U. S. patent  
14 application Serial No. 07/822,401 which is a continuation-  
15 in-part of U. S. patent application Serial No. 07/577,332  
16 filed August 31, 1990, and entitled Business Card Holder.  
17 All of these prior patent applications are incorporated  
18 herein by reference and made part of this patent  
19 application.  
20

21                   BACKGROUND OF THE INVENTION

22  
23       Field of the Invention:  
24

25           This invention relates to a business card holder for  
26 organizing and storing business cards in a storage and  
27 retrieval system.  
28

29       Background Discussion:  
30

31           Business card holders for use in standard storage and  
32 retrieval systems are well known. One commercial version  
33 comprises a transparent, rectangular plastic sleeve or  
34 envelope with opposed open ends through which a business  
35 card is inserted into the interior of the envelope. The  
36 bottom edge of the plastic envelope has mounting cutouts  
37 that enable the envelope to be removably attached to guide

1 rails of a card storage and retrieval system. With the  
2 envelopes arranged in alphabetical order, the guide rails  
3 maintain this alphabetical organization. Such plastic  
4 envelope business card holders are difficult to manipulate,  
5 and it is awkward to insert or remove the business card  
6 from such plastic envelopes. Nor can the plastic be easily  
7 written or printed upon, for example, for advertising or  
8 color coding purposes. Rolodex Corporation makes such a  
9 business card holder.

10 The plastic envelope business card holder was  
11 developed because a standard paper file card with mounting  
12 cutouts along its bottom edge was not particularly suited  
13 to allow a business card to be easily mounted thereon and  
14 later removed, if desired. Many people nevertheless still  
15 use paper file cards for this purpose by simply stapling or  
16 taping a business card to the paper file card and then  
17 placing this assembly in a storage and retrieval system.  
18 This practice results in a clutter looking arrangement of  
19 business cards in the conventional storage and retrieval  
20 system, and the business cards are frequently damaged.  
21 Moreover, once attached to a paper file card in this  
22 manner, it is inconvenient to remove the business card.

23 Conventional storage and retrieval systems for  
24 business card holders are ordinarily injection molded  
25 plastic and frequently have the guide rails exposed to  
26 view. Such plastic storage and retrieval systems are not  
27 accepted by many users who desire a mounting device which  
28 has an appearance similar to wood office furniture.  
29 Without mounting the business card on a holder, some users  
30 simply store business cards in an attractive wooden box  
31 that is displayed on their desk tops or credenzas. Such  
32 wooden boxes, however, lack the guide rails for business  
33 card holders. It would be highly desirable to provide an  
34 attractive wooden box with guide rails for business card  
35 holders displaying business cards that are stored and  
36 organized alphabetically. The problem is that such wooden  
37 boxes with guide rails are expensive to manufacture.

1                                    SUMMARY OF THE INVENTION

2

3            The ideal card holder would be simple and inexpensive

4            to manufacture at high volumes of production, be readily

5            printed upon, and be easy to use. The card holder of this

6            invention provides such advantages and has several

7            features, no single one of which is solely responsible for

8            its desirable attributes. Without limiting the scope of

9            this invention as expressed by the claims which follow, its

10           more prominent features will now be discussed briefly.

11           After considering this discussion, and particularly after

12           reading the section entitled, "DETAILED DESCRIPTION OF THE

13           PREFERRED EMBODIMENTS," one will understand how the

14           features of this invention provide its benefits, which

15           include low cost, high volume manufacture with the ability

16           to be printed upon during production, convenience and ease

17           of use, and the capacity to hold business cards of various

18           sizes.

19           The first feature of this invention is that it

20           removably holds a single business card within a card

21           storage and retrieval system. The business card holder of

22           this invention has this capability because of its unique

23           structure which captures and holds the business card. This

24           structure includes a thin, but stiff, rectangular sheet

25           with openings positioned to allow a business card to be

26           removably attached to the holder by inserting the corners

27           of the business card in the openings. There is at least

28           one, preferably two, standard mounting cutouts along the

29           lower edge of the holder for attaching the card holder to

30           the guide rails of the storage and retrieval system.

31           The second feature of this invention is that the

32           holder has an outer longitudinal top edge, a pair of

33           opposed outer side edges, and a outer bottom longitudinal

34           edge of standard dimensions which enable the card holder of

35           this invention to be mounted in standard card storage and

36           retrieval systems. Specifically, the holder has a width of

37           4 inches and a height between 2.5 and 2.70 inches. This

1 provides the card holder with outside dimensions greater  
2 than the dimensions of the vast majority of business cards  
3 presently in use, yet enables it to be attached to a  
4 standard storage and retrieval system.

5 The third feature of this invention is that the sheet  
6 has a planar surface, a rectangular area displaced parallel  
7 to the planar surface a distance approximately equal to the  
8 thickness of the business card, and a marginal frame  
9 surrounding the rectangular area. The rectangular area has  
10 dimensions corresponding to the dimensions of a standard  
11 business card. The distance between the outer longitudinal  
12 edge and the displaced rectangular area is from  $3/32$  to  $1/8$   
13 of an inch, the distance between each of the outer side  
14 edges and the displaced rectangular area is from  $1/8$  to  
15  $7/16$  inch, and the distance between the outer longitudinal  
16 bottom edge and the displaced rectangular area is between  
17  $1/2$  and  $5/8$  inch.

18 The fourth feature of this invention is that a hole is  
19 at each corner of the rectangular area. By inserting one  
20 corner of the business card into each hole, the business  
21 card is held generally within the rectangular area with a  
22 printed surface of the business card lying approximately in  
23 the planar surface and facing outward. Each hole is formed  
24 by a straight cut in the sheet oriented at approximately 45  
25 degrees to a side edge. A portion of the rectangular area  
26 adjacent the cut is removed to allow the corners of the  
27 business card to be more easily inserted into the holes.  
28 Preferably, each hole is in the form of a segment of a  
29 circle.

30 The fifth, and optimal, feature of this invention is  
31 that the holder is designed to accommodate business cards  
32 of different sizes. To achieve this there are slits  
33 extending from the holes. This enables the card holder to  
34 receive business cards of different sizes. If the business  
35 card is larger than the standard size, its edges are  
36 slipped into the slits. Preferably, there are one or more  
37 slits at each hole to accommodate business cards having

1 dimensions greater than the dimensions of a standard  
2 business card. Specifically, there is a first slit which  
3 parallels an adjacent side edge of the sheet and extends  
4 from the cut a distance of from 1/16 to 3/16 inch and  
5 terminates at a second slit. The second slit extends from  
6 the end of the first slit at an angle of from 40 to 50  
7 degrees outward towards the adjacent side edge. The second  
8 slit has a length of an 1/16 to 3/16 inch. The holes  
9 adjacent the bottom longitudinal edge of the sheet each  
10 have a third slit which parallels the bottom longitudinal  
11 edge and extends a distance of from 1/16 to 3/16 inch from  
12 the end of the cut and terminates at a forth slit. The  
13 forth slit extends from the end of the third slit at an  
14 angle of from 40 to 50 degrees outward towards the bottom  
15 longitudinal edge a distance of from 1/16 to 3/16 inch.  
16 The first and third slits extend along the perimeter of the  
17 displaced rectangular area.

18 The sixth feature is that the business card holder is  
19 manufacture from a continuous web of sheet material using a  
20 rotary die to form the holder by continuously feeding the  
21 sheet material through the die. The rotary die has a first  
22 stage where the corners holes are formed, a second stage  
23 where the sheet material is debossed to form the displaced  
24 rectangular area, and a third stage where the outer  
25 perimeter of the holder sheet is formed. The corner holes  
26 are formed by cutting through the sheet which produces  
27 waste material, and the waste material may be removed using  
28 a vacuum die or a pressure die. The pressure die simply  
29 applies a stream of high velocity air against a cut segment  
30 corresponding to the hole to blow this cut segment away  
31 from the body of the sheet material. Optionally, the  
32 marginal frame surrounding the rectangular area is printed  
33 upon during manufacture of the holder.

34 This invention also includes a novel card storage and  
35 retrieval system, a novel three stage rotary die for making  
36 the business card holder, a method for storing and

1 retrieving business cards using the the business card  
2 holder, and a process for making the business card holder.

3 The method for storing and retrieving business cards,  
4 comprising the steps of:

5 (a) providing a card storage and retrieval system  
6 including a mounting device with at least one guide rail to  
7 which a business card holder is removably attached,

8 (b) providing a business card holder for mounting  
9 thereon a single business card, said business card holder  
10 comprising

11 a thin, generally rectangular sheet having outside  
12 dimensions greater than the business card;

13 a rectangular area on the sheet having dimensions  
14 corresponding to the dimensions of the business card and  
15 defining the location where the business card is to be held  
16 on the sheet, said area having at each corner a hole for  
17 inserting one corner of the business card;

18 said rectangular area being displaced inward parallel  
19 to the surface of the sheet by an amount approximately  
20 equal to the thickness of the business card;

21 a marginal frame surrounding said rectangular area;  
22 and

23 at least one mounting cutout in the thin sheet for  
24 attaching the card holder to the guide rail of the card  
25 storage and retrieval system,

26 (c) removably mounting the business card to the  
27 business card holder by inserting each corner of the  
28 business card in one of the holes in the holder to position  
29 the business card within the displaced rectangular area,  
30 and

31 (d) attaching the assembly of the business card and  
32 holder to the guide rail by aligning the mounting cutout  
33 with the rail pushing the holder against the rail.

34 The process for making the business card holder  
35 includes the steps of

1 (a) continually advancing sheet material along a  
2 predetermined path first past a station at which the holes  
3 are formed,

4 (b) next continually advancing sheet material exiting  
5 the first station from along a predetermined path to a  
6 second station at which the displaced rectangular area is  
7 formed with the holes in the corners of the rectangular  
8 area,

9 (c) lastly continually advancing sheet material  
10 exiting the second station from along a predetermined path  
11 to a third station at which bordering sheet material is  
12 severed from the sheet material to form said holder,  
13 including at least one mounting cutout for attaching the  
14 card holder to a guide rail of the card storage and  
15 retrieval system.

16  
17 DESCRIPTION OF THE DRAWING  
18

19 The preferred embodiment of this invention,  
20 illustrating all its features, will now be discussed in  
21 detail. This embodiment depicts the novel and non-obvious  
22 card holder and method of use of this invention shown in  
23 the accompanying drawing, which is for illustrative  
24 purposes only. This drawing includes the following figures  
25 (Figs.), with like numerals indicating like parts:  
26

27 Fig. 1' is a perspective drawing showing a business  
28 card mounted in the invention.

29 Fig. 2' is a cross sectional view of Fig. 1 taken  
30 along line 2'-2' showing further details of the debossed  
31 area of the invention, the location of the business card  
32 and the means of attachment of the business card to the  
33 invention.

34 Fig. 3' is a partial rear view of the invention  
35 showing one type of corner mounting.

36 Fig. 4' is a partial rear view of the invention  
37 showing a second type of corner mounting.

1        Fig. 5' is a perspective view of a typical card file  
2 storage apparatus with a plurality of the invention mounted  
3 therein.

4        Fig. 1 is a perspective view of the card holder of  
5 this invention.

6        Fig. 1A is an enlarged, fragmentary view of a corner  
7 of the card holder of this invention.

8        Fig. 2 is a front elevational view of the card holder  
9 of this invention.

10       Fig. 3 is a right side edge view of the card holder of  
11 this invention.

12       Fig. 4 is a top edge view of the card holder of this  
13 invention.

14       Fig. 5 is a bottom edge view of the card holder of  
15 this invention.

16       Fig. 6 is a rear elevational view of the card holder  
17 of this invention.

18       Figs. 7 and 8 are schematic process diagrams  
19 illustrating how the business card holder of this invention  
20 is made from a continuous web of sheet material.

21       Fig. 9A is a perspective view showing the rotary die  
22 mechanism for cutting the holes in the corner of the  
23 displaced or debossed rectangular area prior to forming  
24 this displaced area.

25       Fig. 9B is an enlarged fragmentary view taken along  
26 line 9B of Fig. 9A.

27       Fig. 9C is an enlarged fragmentary view taken along  
28 line 9C of Fig. 9B.

29       Fig. 10A is a cross-sectional view taken along line  
30 10A-10A along Fig. 9A.

31       Fig. 10B is an enlarged fragmentary view taken along  
32 line 10B of Fig. 10A.

33       Fig. 11 is a perspective view showing the rotary die  
34 mechanism for forming the displaced rectangular area.

35       Fig. 12A is a cross-sectional view taken along line  
36 12A-12A of Fig. 11.



1 Fig. 12B is an enlarged fragmentary view taken along  
2 line 12B of Fig. 12A.

3 Fig. 13 is a perspective view of the rotary die  
4 mechanism used to form the perimeter of the business card  
5 holder.

6 Fig. 14 is a cross-sectional view taken along line 14-  
7 14 of Fig. 13.

8 Fig 15 is a plan view of the lay out on a continuous  
9 web of sheet material of the business card holder to be  
10 formed from the web.

11 Fig. 16 is a fragmentary perspective view of a box-  
12 type mounting device used to organize the business card  
13 holders alphabetically.

14 Fig. 17 is a cross-sectional view taken along line 17-  
15 17 of Fig. 16.

16 Fig. 18 is a cross-sectional view similar to that  
17 shown in Fig. 17 depicting the use of a dowl rod as a guide  
18 rail.

## 19 20 DESCRIPTION OF THE PREFERRED EMBODIMENTS

### 21 22 First Embodiment

23  
24 Reference: Portions of the invention described herein  
25 were previously described in a U.S. patent application,  
26 serial number 07/288,561. filed on December 19, 1988 by the  
27 same applicant as the current applicant. Said application  
28 was allowed to default to abandonment.

29 Figs. 1' and 2' show a business card holder 1' for  
30 mounting a standard business card 2' within a card filing  
31 and storage apparatus 7', shown in FIG. 5'. The card holder  
32 1' comprises a thin sheet 4' of either stiff paper or  
33 plastic material defining a first plane surface 10'. the  
34 thin sheet 4' having outside dimensions greater than the  
35 business card 2'. A rectangular area 11' in the thin sheet  
36 4' is formed so as to be displaced parallel to the first  
37 plane surface 10' by an amount approximately equal to the

1 thickness of the business card 2'. Referring to Fig. 1' and  
2 Figs. 3' and 4', each corner 3' of the rectangular area 11'  
3 has a hole 12' for inserting one corner 13' of the business  
4 card 2', wherein the business card 2' is captured within  
5 the rectangular area 11' with the printed outfacing surface  
6 14' of the business card 2' lying coincident with the first  
7 plane surface 10'.

8 In the preferred embodiment, at least one mounting  
9 cutout 6' (Fig. 1') is provided in card holder 1' for  
10 mounting same to storage apparatus 7'. Fig. 4' shows the  
11 hole 12' for inserting one corner 13' of the business card  
12 2' is a straight cut slit 12'A oriented at 45 degrees to  
13 the edges of the rectangular area 11'. Fig. 3' shows a  
14 portion 15' of the rectangular area 11' adjacent to the  
15 straight cut slit 12'A removed to allow the business card  
16 2' to be more easily inserted into the card holder 1'. The  
17 transition surface 16' between the thin sheet 4' and the  
18 debossed rectangular area 11' forms an inclined plane  
19 surface to the edges of the business card 2'. The  
20 transition surface 16' forms a frame surrounding business  
21 card 2' and tends to maintain business card 2' at the  
22 center of the rectangular area 11'. Therefore, business  
23 cards 2' of a range of sizes may be successfully captured  
24 by the four corners 3' of rectangular area 11'. That is to  
25 say, that, for relatively small business cards 2'A whereby  
26 only a small amount of overlap exist between the four  
27 corners 3' of the rectangular area 11' and the corners of  
28 the business card 13', the relatively small business card  
29 2'A is effectively held since the card 2'A remains centered  
30 within area 11' maintaining corner 13' capture.

### 31 32 33 Second Embodiment 34

35 As illustrate in Figs. 1 through 6, the second  
36 embodiment of the card holder 10 of this invention is made  
37 from a rectangular sheet 12 of card stock paper or plastic.

1 With paper, the thickness of the sheet 12 is from about  
2 0.010 to about 0.012 inch. With plastic, the thickness of  
3 the sheet 12 is from about 0.005 to about 0.008 inch.  
4 Plastic is preferred because it is more durable. Mylar  
5 brand plastic is suitable.

6 The sheet 12 has a width of about 4 inches and a  
7 height of from about 2.5 to about 2.70 inches. Preferably,  
8 the corners 14 of the sheet 12 are rounded, and the sheet  
9 has a top longitudinal edge 16, a pair of opposed side  
10 edges 18 and 20, and a bottom longitudinal edge 22. There  
11 are adjacent, standard mounting cutouts 23 in the sheet 12  
12 for attaching the card holder 10 to a standard card storage  
13 and retrieval system (not shown).

14 The sheet 12 has a planar surface 24 and a rectangular  
15 area 26 displaced parallel to the planar surface 24 a  
16 distance approximately equal to the thickness of a standard  
17 business card, or about 0.010-0.012 inch. The rectangular  
18 area 26 has dimension of about 2 inches by about 3.5  
19 inches. Surrounding the rectangular area 26 is a marginal  
20 frame 28. The distance between the outer longitudinal edge  
21 16 and the displaced rectangular area 26 is from about  $3/32$   
22 to about  $1/8$  of an inch, the distance between each of the  
23 outer side edges 18 and 20 and the displaced rectangular  
24 area is from about  $1/8$  to about  $7/16$  inch, and the distance  
25 between the outer longitudinal bottom edge 22 and the  
26 displaced rectangular area is from about  $1/2$  to about  $5/8$   
27 inch.

28 In accordance with this invention, the card holder 10  
29 has a unique structure which captures and removably holds a  
30 business card (not shown). This structure comprises at  
31 each corner of the rectangular area 26 holes 30 and,  
32 optionally, slits 32 and 34 extending from the holes. The  
33 holes 30 are formed by a straight cut 36 in the sheet 12 at  
34 an angle of about 45 degrees to an edge 18 or 20, with an  
35 adjacent portion of the rectangular area 26 removed to  
36 enlarge the cut 36, forming a hole in the shape of a  
37 segmented circle. The slits 32 extend outward from an end

1 of the cut 36 near the side edges 18 or 20, and the slits  
2 34 extend outward from opposite ends of the cuts 36 in the  
3 holes 30 near the bottom edge 22.

4 As best depicted in Fig. 1A, each slit 32 has a slit  
5 portion 32a extending from the end of the cut 36 parallel  
6 to the side edges 18 and 20. The length of this slit  
7 portion 32a is about 1/16 to about 3/16 inch, and it  
8 terminates in a slit portion 32b. The slit portion 32b  
9 extends outward towards the adjacent side edge 20 or 18 as  
10 the case may be from the end of the slit portion 32a at an  
11 angle of from 40 to 50 degrees. This slit portion 32b has  
12 a length of about 1/16 to about 3/16 inch. Each slit 34  
13 has a slit portion 34a extending from the end of the cut 36  
14 parallel to the bottom edge 22. The length of the slit  
15 portion 34a is about 1/16 to about 3/16 inch, and it  
16 terminates at a slit portion 34b. The slit portion 34b  
17 extends from the end of the slit portion 34a at an angle of  
18 from 40 to 50 degrees outward towards the bottom  
19 longitudinal edge 22. It has a length of about 1/16 to  
20 about 3/16 inch. The the slit portions 32a and 34a extend  
21 along the perimeter of the displaced rectangular area 26.

22 Because of the unique combination of holes 30 and  
23 slits 32 and 34, the card holder 10 captures rectangular  
24 business cards varying in size over a range of: width  
25 equals 3.5 inches plus or minus 1/4 inch, and height equals  
26 2 inches plus or minus 3/16 inch. The corners of a  
27 business card are slipped into the holes 30, and for a  
28 business card larger than the standard size, its edges  
29 nearby the card's corners are slipped into the slits 32 and  
30 34 and the card is positioned so that it overlies the  
31 rectangular area 26, with its edges slightly extending  
32 beyond the perimeter of the rectangular area. The body of  
33 the business card is cradled in the displaced rectangular  
34 area 26, and does not slip from the card holder 10. The  
35 business card is held firmly, but may be easily removed  
36 from the card holder 10.

37

### Third Embodiment

Figs. 7 and 8 depict the process for making the business card holder 10 from a roll or web of sheet material 12a. The web of sheet material 12a is continuously fed first past a printing station 40, second past a hole forming station 42, third past a debossing station 44, and fourth past a perimeter forming station 46. This sequence is important. The holes are formed in the flat sheet material 12a prior to debossing to form the displaced rectangular area 26. Trimming bordering sheet material 12b away from the perimeter of the holder 10 is the final step of the process. Conventional rotary dies such as, for example, manufactured by Avis Roto-Die Company, Inc. of Los Angeles, California are used to form the holder 10. The use of rotary dies is the best way to form the holder 10, because they assist in advancing the sheet material 12a along its path of travel while simultaneously forming the holder. Moreover, the use of rotary dies facilitates rapid production of large numbers of holders 10.

In this embodiment, it is desirable, but not required, to print on the sheet material 12a. Consequently, the sheet material 12a is preferably paper. Printing is highly desirable, because it allows the holder 10 to be printed with advertisements. Moreover, the marginal frame 28 is printed with a color for coding purposes. The sheet material 12a is advanced continuously by a series of rollers 48 along a path past the stations 40, 42, 44 and 46. Optionally, a laminate sheet 50 may be fed to the rollers 48a. The sheet material 12a first goes through the printing station 40 which prints on the web.

As best shown in Figs. 9A through 9C and Figs 10A and 10B, the half moon shaped holes 30 are formed using a conventional vacuum die 54 which cuts these holes and then applies a vacuum to the severed sheet. The die 54 includes a pair of rollers 54a and 54b, with the lower roller 54b

1 movable into engagement (shown in phantom) with the upper  
2 roller 54a during operation. The upper roller 54a has four  
3 half moon shaped blades 56 position to correspond with the  
4 location of the holes 30 in the holder 10. The shaft 58 of  
5 the roller 54a and the blades 56 are both hollow, and there  
6 is a passageway 57 through the blades that is in  
7 communication with the shaft. A vacuum line 60 connected  
8 to the shaft 58 applies vacuum to the blades 56 to draw the  
9 half moon shaped, cut-a-way waste segments 62 into the line  
10 60, exhausting these segments. An alternate technique  
11 would be to use a two stage blower or pressure die (not  
12 shown). In this case, the blade of the first stage would  
13 cut the half moon shaped, cut-a-way waste segments 62 and a  
14 second stage would apply pressure downstream against the  
15 cut-a-way waste segments, blowing them away from the body  
16 of the sheet material 12a.

17 With the holes 30 formed in the sheet material 12a,  
18 the sheet material is next advanced to the debossing  
19 station 44 best illustrated in Figs. 11, 12A and 12B. A  
20 conventional rotary die 70 compresses the sheet 12a between  
21 a pair of rollers 72 and 74 which presses the sheet  
22 material between these rollers upon moving the lower roller  
23 74 (shown in phantom) into engagement with the upper roller  
24 72. The rollers 72 and 74 have mating male and female die  
25 surfaces 72a and 74a, respectively, that deform the sheet  
26 material 12a as the sheet material moves through the nip of  
27 the rollers. This forms the displaced rectangular area 26.  
28 Debossing is conducted subsequent to the formation of the  
29 holes 30.

30 After leaving the debossing station 44, the sheet  
31 material 12a is then advanced to the perimeter forming  
32 station 46 which forms the overall rectangular shape of the  
33 holder 10, including the mounting cutouts 23 for seating  
34 the holder 10 in a storage and retrieval system such as,  
35 for example, the system 100 depicted in Fig. 16 and 17.  
36 The perimeter forming station 46 includes a conventional  
37 rotary die 79 having a pair of rollers 80 and 82 which are

1 moved into engagement (shown in phantom) during formation  
2 of the holder 10. The upper roller 80 has a pair of die  
3 blades 84 and 86 seated on the surface of this roller which  
4 cut through the sheet material 12a as it moves through the  
5 nip of the rollers to form the overall outer configuration  
6 of the holder 10. The bordering web of waste material 12b  
7 is separated from the holders which are stacked on a  
8 receiving conveyor as the bordering web is wound up on a  
9 pick up roller 88.

10 The process thus described shows the use of rotary  
11 dies that produce two holders 10 with each revolution of  
12 the dies 54, 70, and 79. Fig. 15 shows a layout where  
13 rotary dies are modified to produce six holders with each  
14 revolution of such dies. These rotary dies are designed,  
15 for example, to provide the slits 32 and 34 that extend  
16 outward from the holes 36. Even larger rotary dies with  
17 different configurations could be designed to produce more  
18 than six holders with each revolution of the dies.

19 As shown in Figs. 16 and 17, a storage and retrieval  
20 system 100 in the form of a box 102 with a cover 104 is  
21 used to store assemblies of a business card and holder 10.  
22 Preferably, the box 102 and cover 104 are made from several  
23 pieces of wood. The cover 104 is attached by a hinge 106 to  
24 the box 102. The box has a floor 110 as a separate piece  
25 and four sides 111, 112, 113, and 114 which are attached to  
26 each other in a conventional manner. The opposed long sides  
27 112 and 114 have aligned pairs of grooved sections 120 and  
28 122 substantially having the same cross-sectional  
29 configuration as the standard mounting cutouts 23 of the  
30 holder 10. There are pairs of substantially straight guides  
31 rails 130 and 132 along the floor 110 to which the holders  
32 10 are removably attached. These guide rails 130 and 132  
33 also have substantially the same cross-sectional  
34 configuration as the standard mounting cutouts 23.

35 The grooved sections 120 and 122 are along the lower  
36 edge of these sides 112 and 114 and aligned with each  
37 other. They do not go through the sides 112 and 114, but

1 only extend part way into these sides. Thus, when the sides  
2 111-114 are assembled, the two pairs of guide rails 130 and  
3 132 are inserted into their corresponding grooved sections  
4 120 and 122 for ease of assembly of the separate components  
5 making up the box. The guide rails 130 and 132 are adjacent  
6 the floor 110, and may be tilted, for example, tilted  
7 rearward, so that the forward ends of the rails adjacent  
8 the side 112 are slightly lower than the forward ends  
9 adjacent the side 114. This assists the assemblies of a  
10 business card and holder 10 in assuming a slightly angular  
11 relationship, slanting or tilting backwards toward the  
12 hinges 106. Fig. 18 depicts the use of a dowl rod 150 as a  
13 guide rail. The dowl rod 150 has a circular cross-  
14 sectional configuration and it provides a simple and  
15 inexpensive mounting site for the card holder 10, with the  
16 cutout 23 riding along the dowl rod. The rod 150 may be  
17 made of metal or wood.

#### 18 SCOPE OF THE INVENTION

19  
20  
21 The above presents a description of the best mode  
22 contemplated of carrying out the present invention, and of  
23 the manner and process of making and using it, in such  
24 full, clear, concise, and exact terms as to enable any  
25 person skilled in the art to which it pertains to make and  
26 use this invention. This invention is, however,  
27 susceptible to modifications and alternate constructions  
28 from that discussed above which are fully equivalent.  
29 Consequently, it is not the intention to limit this  
30 invention to the particular embodiments disclosed. On the  
31 contrary, the intention is to cover all modifications and  
32 alternate constructions coming within the spirit and scope  
33 of the invention as generally expressed by the following  
34 claims, which particularly point out and distinctly claim  
35 the subject matter of the invention: